

# Why our age limit is 43

Great gain in mortality rate from wear and tear of city life

E. E. Rittenhouse analyzes the average American

**T**HE average American is a physical sham and he doesn't know it. He is trying to crowd two lifetimes into one. He seriously overstrains his heart, arteries, kidneys, nerves and digestion. He is easily winded, weak, flabby-muscled and stiff-jointed. He lacks agility and endurance.

Furthermore, he will probably die at forty-three years of age.

These startling facts were told by E. E. Rittenhouse, former President of the Life Extension Institute, at the last convention of life insurance presidents.

## Habits of people changed

"Time-saving and labor-saving devices," he said, "have radically changed the living habits of a vast number of people. Physical exertion has greatly declined. The mortality rate from wear and tear of life is abnormally gaining."

"The age at death of the American people is about forty-three. The average American is a good liver. He has no time to waste. His hair is aged and he is getting bald. His eyes have been strained by close-focus and inside work; hence, the eyeglasses. His teeth put up a good front, but they need attention."

"He is designed as an erect outdoor animal with feet and legs for service, but he not only lies down by night, he sits down by day. His 400 muscles are virtually all soft and weak from lack of use. He never walks when he can ride."

## On downward path

"An abnormal increase has occurred in the death rate from diseases due directly to life strain, the direct results of the heavy burden of service put upon the vital organs of the body. To check this vital waste is an imperative duty."

## Look to your nerves

To fortify yourself against the ever-increasing drain on your energy and vitality, you must look to your nerves.

The successful men today are those who have realized the need of keeping themselves fit for the grind of business. It's not genius so much as endurance that wins success today.

The successful man has tremendous nerve force. He has energy plus: energy inexhaustible. He does not have brain fog when he wants to concentrate.

Just the least bit more drive and most of us would reach the goal we



## Starting the day wrong

In the morning, the jam and crush of the "rush hour" saps the freshness from you. You reach your office handicapped for your day's work.



## Speeding up the lunch hour

We bolt our food. We grab some indigestible quick lunch product, and hustle back to the office. We sit for an hour in a stupor of indigestion. There is no time economy in this.



## Victims of the city

Watch the crowds swarm from the subway and elevated in the evening rush hours. They are victims of the wear and tear, the jolts and jars, the "speeding up" of city life.

## A needless waste of energy

There is one form of energy waste which we all can stop. We can stop pounding away our energy on hard pavements with hard leather heels. 8,000 times a day our leather-shod feet hit city streets or floors. 8,000 little shocks, each one jars a mite of energy from our system. Modern city streets and stone-paved office build-

ings constitute one of the great causes of lost energy.

## Leather heel doomed

The leather heel has outlived its usefulness.

On modern city pavements it is as obsolete as sandals.

Today, in every trade and profession, intelligent workers are saving their energy by wearing O'Sullivan's Heels.

One out of every four people in the most nerve-racking city in

the world wears these little shock absorbers.

Remember, if you stop one energy leak, it will go far toward giving you the added force and drive you need. By wearing O'Sullivan's Heels you can stop 8,000 energy leaks every day.

## The best heels for city wear

The heels best suited to modern city streets and floors are O'Sullivan's Heels.

They are guaranteed to outlast any other heel on the market.

Because of our special process, these heels combine the greatest durability with the greatest resiliency. They are made of perfect heel material.

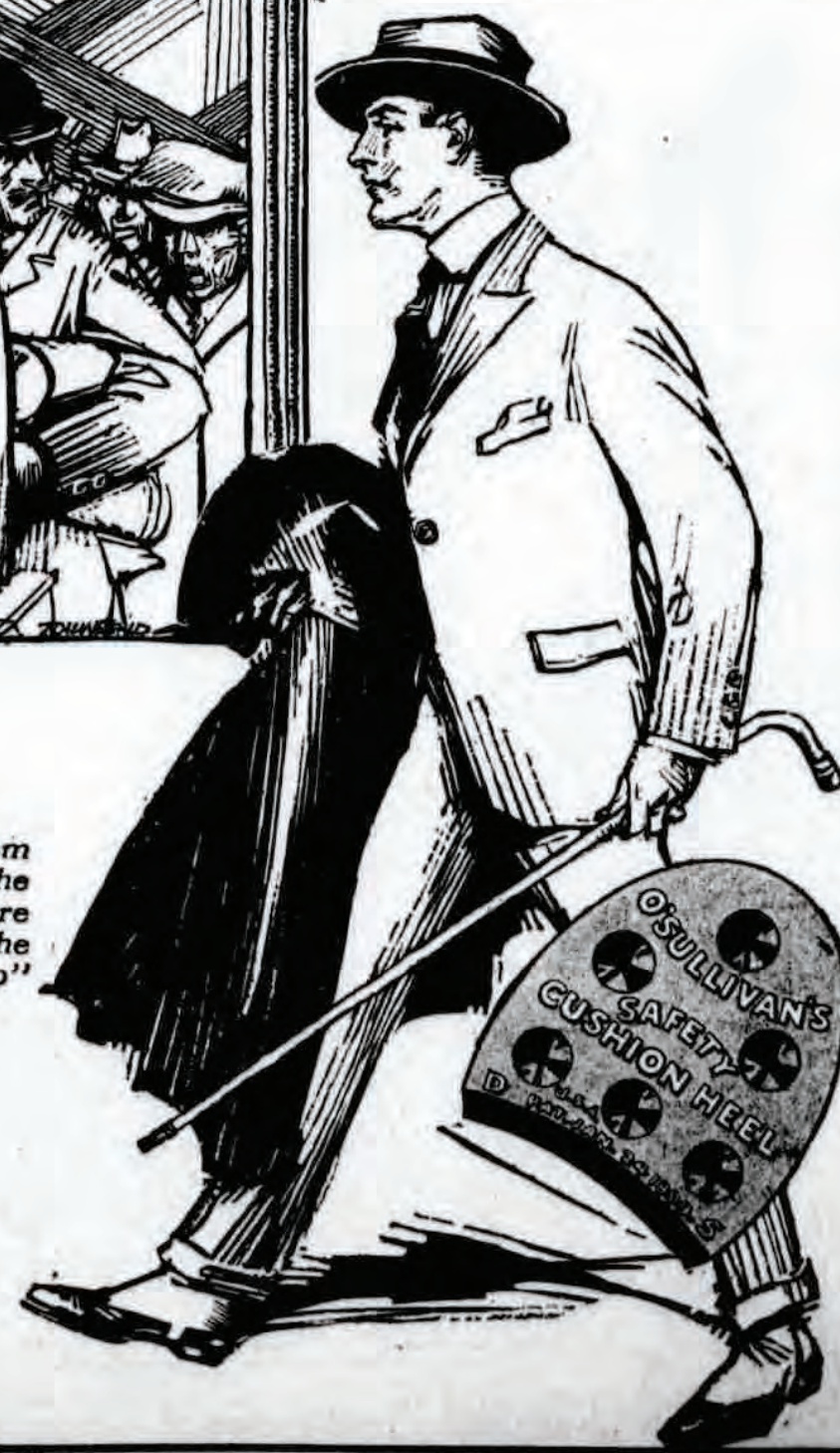
## The unrelenting drive

The struggle of business and city life today is a constant "drive." You dare not rest for fear of being left behind. But gradually fatigue slows down your pace. Your energy is gone.

Buy your new shoes O'Sullivanized. Good dealers sell the latest style shoes with O'Sullivan Heels already attached. Have them put on all your shoes at once.

Every day you delay putting on O'Sullivan's Heels, you are wasting your most valuable asset—Energy.

In black, white, or tan; for men, women and children; 50c attached. Insist on O'Sullivan's. Avoid the disappointment of substitutes.





# The Growing Movement To Prolong Human Life

IT IS estimated that approximately 1,400,000 people die each year in the United States. The calamity lies not alone in the number of deaths but in the fact that more than 66% of them were preventable or postponable. Surely this is a matter that vitally concerns every reader of this advertisement.

For many years there has been an ever-growing movement for some central Institute or organization to help prolong human life and make it more livable—a fine, dignified, humanitarian type of organization approved by physicians of the highest ethical standing and irrevocably opposed to quacks, fads and fakes.

So about five years ago a number of forward-looking physicians, scientists, publicists and men of affairs founded the Life Extension Institute.

Primarily, its purpose is to reduce the Nation's death rate and to raise the level of physical well-being by providing unbiased, standardized, periodic health examinations and teaching the simple, everyday principles of personal hygiene that every man and woman ought to know to avoid disease. In other words, the idea of the Institute's service is based upon the theory that every intelligent man and woman should be willing to guard against danger when told how to do so, and when informed of its approach or presence.

These are the broad general principles that have led men like ex-President Taft, Alexander Graham Bell, Prof. Irving Fisher, of Yale; Charles H. Sabin, Robert W. de Forest, and one hundred other eminent authorities in this country and abroad to give their services to the work without compensation—other than the satisfaction of seeing its results.

More than 100,000 men and women in all parts of the United States have taken the health services of the Institute and have received its physical examinations, its guidance and instructions. In this vast number of members many lives have been saved, much illness, suffering, waste and poverty prevented, proving the value of the Institute.

The Life Extension Institute was founded for the public good. It would not be fulfilling its highest obligations if it said to you selfishly that you cannot get a thorough physical examination anywhere else but at the Institute. That is not true. There are thousands of physicians who are fitted by experience and training to do this work and do it well.

The Life Extension Institute is just a central organization to which one hundred of the leading medical men of the country have dedicated their advice that the value of periodic health examinations may be impressed upon thousands and hundreds of thousands of men and women instead of just a few.

The Life Extension Institute itself is not a commercial, profit-making institution in the usual sense of the word. Two-thirds of the profits are set aside in a trust fund for public health work of a national scope. The independent, non-partisan, specialized character of the Institute and of the professional men behind it inspires confidence and guarantees the genuineness of the service rendered. The Institute co-operates with advanced scientific medicine and works in accordance with its highest modern ideals.

## Human Life Needlessly Shortened

THE LIFE EXTENSION INSTITUTE has no magic system of exercise, diet or hygiene. So far as science knows, there is no universal panacea for the ills of humanity. Yet human life in the United States is needlessly shortened on an average of at least 15 years, and it is the duty of every single one of us to avoid premature physical breakdown.

You cannot escape pneumonia, or heart trouble, or kidney trouble, etc., by saying simply that you have never had it or that you feel all right today. You don't know. Often special laboratory or other diagnostic tests are necessary to reveal the difficulty.

The only way to retain good health is by detection and correction of physical impairments and by the improvement of your resisting power to wholly escape the malady that threatens—the same thorough examination of the entire body that you give periodically to your teeth "whether they ache or not."

We all recognize the logic of "an ounce of prevention is worth a pound of cure" but we fail to apply it.

Preceding most serious illnesses there is usually a long period of impairment. This breaking-down is frequently so slow and insidious that you do not realize its danger until well advanced, but from the very beginning it leaves signs that the trained medical examiner can detect.

There are thousands of people gradually drifting

into chronic so-called incurable diseases. A man's whole future and that of his family may be changed by the simple elementary precaution of a frequent careful physical survey, a form of inspection which a man neglects for himself but carefully applies to all important man-made machines.

The Life Extension Institute specializes in such health examinations. Through its complete bodily survey, it searches each life for factors that may be causing a present lowered condition of health or that may bring about physical failure and premature breakdown if they are not eliminated.

The Institute's Health Service consists of an intensive physical examination of the whole body, together with a complete survey of the member's manner of living and his personal history.

The Institute's medical examiners follow standardized methods that have been approved by the eminent physicians on its Hygiene Reference Board and have been developed and perfected from its wide experience in examining many thousands of individuals.

The Hygiene Reference Board was established in order that the Institute might have at its disposal, for the benefit of its members, the latest and most authoritative information on all matters relating to disease prevention and good health.

Through its monthly health journal, "How to Live" and Keep Well leaflets, carrying information and suggestions regarding healthful living and the care of the body, derived from the highest authorities, the Institute assists its members in avoiding errors in living habits that contribute so largely to the heavy death rate from acute and chronic disease.

As a member of the Institute you will not only have the personal advantages and privileges of its unique organization, but you will also be doing your part to help stop the unnecessary suffering, misery and financial loss which result from preventable disease and premature death.

## A Staff of 5000 Physicians

IT MAKES no difference where you live. The Life Extension Institute has a staff of twenty examining physicians in its main office right here in New York, a branch office in Chicago, and a staff of more than 5000 physicians throughout the United States.

Examinations of subscribers who live in New York City or vicinity are made at the head

office of the Institute, 25 W. Forty-fifth Street—on appointment by telephone or letter—between 9 A. M. and 5 P. M.

Convenient appointments can also be arranged with the Institute's examiners in the member's home district or city. Women physicians are available in the main office for the examination of women members who prefer them. Visitors are always welcome at the main office of the Institute. An opportunity is thus afforded for you to see what the Institute's services mean to you personally.

### HON. WILLIAM H. TAFT

Chairman, Board of Directors

### PROFESSOR IRVING FISHER

Chairman, Hygiene Reference Board

### HAROLD A. LEY

President

### JAMES D. LENNEHAN

Secretary

Directors

Hon. Wm. H. Taft

Henry H. Bowman

Arthur W. Eaton

Robt. W. de Forest

Irving Fisher

Eugene Lyman Fisk

Harold A. Ley

Charles H. Sabin

The Life Extension Institute has a Hygiene Reference Board of 190 leading scientific men, including the Surgeon-General of the Army (retired) and Navy, and U.S. Public Health Service; several ex-Presidents of the American Medical Association; Commissioners of Public Health, and others interested in public welfare. A complete list will be furnished on application.

In its Industrial Department the Institute has provided its health services for executives and employees in more than 150 well-known financial and industrial concerns in all parts of the United States, including the Guaranty Trust Company, New York; Eaton, Crane & Pike Co., Pittsfield, Mass.; Union Tank Line Co., New York, and the Strathmore Paper Co., Mittenague, Mass. This Industrial Health Service consists of a complete physical examination, laboratory tests (urinalyses, etc.), health literature, lectures and bulletins.

In its War Work Department the Institute examined and passed upon the physical qualifications for service abroad of more than 5,000 applicants of the American Red Cross, Y. M. C. A., Y. W. C. A., Knights of Columbus, Salvation Army, War Camp Community Service, and other national organizations. Employees of the Standard Oil Company of New York were also examined by the Institute before going overseas.

## Dr. Biggs Says:

"All of us who have reached middle life are shocked from time to time by reading in the papers that some one whom we knew well—always one at or beyond middle life—and whom we supposed to be in good health, has died suddenly or after a few hours' illness of 'acute indigestion' or heart disease or apoplexy.

"The diseases of later life are for the most part not germ diseases, but are those due to the wearing out of the body, and particularly to the wearing out of the heart, and blood vessels and kidneys—those organs which never have complete rest, but must always be working while life continues.

"There is one method of early detection and prevention: namely, to have a complete physical examination every year from childhood on and during apparent perfect health, by a thoroughly competent and experienced physician. Then the early development of disease may be detected and measures taken to prevent its extension."

HERMANN M. BIGGS, M. D.

Commissioner of Health,  
State of New York,  
in McColl's Magazine.

## MAIL THIS COUPON FOR FREE BOOKLETS

Tr. 12-1-18

GENTLEMEN: Please mail to me, without any obligation on my part, copies of booklets

(1) "Neglect of the Human Machine"

(2) "The Growing Movement to Prolong Human Life"

and other literature descriptive of the services of the Life Extension Institute.

Name \_\_\_\_\_ Address \_\_\_\_\_

LIFE EXTENSION INSTITUTE, Inc. (Dept. 1B), 25 West 45th Street, New York

(Telephone Bryant 1997)

Chicago Office: 5 North Wabash Avenue.



# CAN THE LIFE EXTENSION INSTITUTE PROLONG LIFE?

## *The Answer to This Question Is Found in the Recently Ascertained Death Rate of a Large Group of Policyholders of the Metropolitan Life Insurance Company*

**I**F EVER proof were needed to show how the Health Service of the Life Extension Institute will prolong human life, it is given in an address recently made by Augustus S. Knight, M. D., Medical Director of the Metropolitan Life Insurance Company, delivered before the Association of Life Insurance Medical Directors.

Since 1914 The Metropolitan has extended to its ordinary policyholders the privilege of the confidential physical examination and Health Service of the Life Extension Institute. Although this service is paid for, in such cases, by the Metropolitan Life Insurance Company, the results are *absolutely confidential between the Life Extension Institute and the person examined*. This is its unalterable rule.

It is only within the past year that it has been possible to compute exactly what the Life Extension Institute has done for the policyholders who availed themselves of its services. The investigation, conducted by the Metropolitan Life Insurance Company to secure this information, has brought to light a record of life extension that will astound anyone not familiar with the results already accomplished by the Institute.

This investigation covered a group of approximately 6,000 policyholders examined by the Institute during the years 1914 and 1915. These people were of all ages—young, middle aged and old. They represented wide variations of physical condition. What has the Health Service of the Life Extension Institute accomplished for these people? This question is answered clearly and concisely in an extract from Dr. Knight's address:

"THE group as a whole had an exposure of 33,629 years, making an average of about five and one-half years per person since the initial examination. The tracing through the Company's records showed that there had been actually 217 deaths among the close to six thousand persons during this period. There should have been 412 deaths according to the American Experience Table. . . . In other words, the group, as a whole, gave a mortality rate 53 per cent. of the American Experience Table."

This is approximately 30% below the expected death rate among insured lives generally.

### *67% Reduction in Death Rate Among Impaired Lives*

But among these policyholders were many who showed important physical defects and impairments. On this class alone the death rate was reduced 67% from that estimated as the expected on the class. Even those found in good general physical condition, however, likewise showed a substantial reduction in death rate, thus evidencing the protective value of the service in keeping people well, in addition to making people well.

*It should be borne in mind, too, that these results were accomplished at a time when this great institution was in its infancy. When its equipment and its staff of examining physicians were necessarily far below their present state of efficiency.*

### *The Insurance Company's Viewpoint*

There is another side to this investigation which, while it is of importance chiefly to the insurance company, serves as additional evidence of the actual value of periodic physical examinations. It is the saving in money effected by the insurance company. This point is well covered in the following extract from Dr. Knight's address:

"THE present value of the total mortality gains as of July, 1920, was computed as \$126,477. From this amount must be subtracted the cost of the original and the subsequent examinations made on the 6,000 persons examined by the Institute. This was approximately \$40,000. The

net gain was \$86,000, and if we deduct Home Office expenses of \$8,900 it still leaves a profit of \$77,100.

It would appear, therefore, that the Company has, on this particular group of people, had its principal returned and made a 200 per cent. profit on this investment, during a period of approximately five years, provided that the subsequent experiences on these lives does not exceed the expected according to the American Men Table."

### *Viewpoint of The Individual*

To the individual who receives the Institute's physical examination and hygienic guidance there is a two-fold benefit. First, there is the lengthening of life. In addition to this there is the inevitable increase in personal efficiency—the additional capacity for either work or play and the consequent increase in earning power.

### *Service Available To Every One*

What the Health Service of the Life Extension Institute has done for this small group of people it is also doing for thousands of other men and women throughout this country. Its services are available to everyone.

This examination of policyholders of Insurance Companies is just one phase of the Institute's work. The Metropolitan is just a customer of the Institute—just a subscriber to its services for the benefit of its policyholders—the same as 200 Industrial Concerns have subscribed for the benefit of their executives and their employees and 100,000 men and women have applied as Individual Subscribers for the bene-

fit of the Institute's examination and counsel.

Irrespective of the manner in which you obtain the services of the Institute, the mere act of placing yourself in its care is the biggest step you can take towards good health and longer life.

The Life Extension Institute was established by a group of scientists, publicists and business men, who desired to provide a self-supporting central institution of national scope devoted to the science of increasing human happiness and efficiency and preventing human misery and inefficiency—a responsible and authoritative source from which the public might draw knowledge and inspiration in avoiding needless sickness and premature death.

The Life Extension Institute works in accord with the highest ideals of modern scientific medicine. It is irrevocably opposed to fads and quacks and charlatans.

The Institute gives appropriate hygienic guidance and instruction to all its members, but does not include medical or surgical treatment in its service. If the impairments found are serious, the member is told of the need of medical, surgical or dental attention, and is informed of the type of treatment that would be most advantageous.

It makes no difference where you live. In addition to its large staff of men and women examining physicians in the Head Office here in New York, the Life Extension Institute has 7,000 examining physicians listed throughout the United States and Canada.

Examinations of subscribers who live in New York and vicinity are made at the Head Office of the Institute, 25 West Forty-fifth Street (10th floor)—on appointment by telephone or letter—between the hours of 9 A. M. and 5 P. M. Convenient appointments can also be arranged with the Institute's examiners in the member's home district or city.

There is a special department for women. Women physicians are available at the Head Office for the examination of women members who prefer them.

The story of what the Life Extension Institute has done for the policyholders of the Metropolitan Life Insurance Company has been told here in the belief that it will contain a message of hope to other men and women.

If you care to learn how the Institute can help you, how it will relieve your mind of all uncertainty, how it will bring you health, a sound, strong body and longer life, cut out and mail the coupon to-day.

### FREE COUPON

Check off the books you wish. No obligation, of course, is involved.

### LIFE EXTENSION INSTITUTE, INC.

25 West 45th Street

New York City

Gentlemen:

1. Send me the "Growing Movement to Prolong Human Life," the "Neglect of the Human Machine," and other literature describing the "Individual" services of the Institute.
2. Send me information with reference to the service you furnish Insurance Companies for the benefit of their policyholders.
3. Send me the booklet "A Message to Employers" and other information with reference to your Group Health Service for employees.



# Why Do People Die?

**“W**HY do people die?” That is a very interesting question. There is not a man or woman reading this message today who hasn't wondered why it is that some people die at 45 or 50 and others live to 70 and 75 and 80—in full possession of all their faculties.

So far as science can reveal, there seems to be no principle limiting life.

There are many good and bad reasons why men die, but no underlying necessary reason why they *must* die.

Carrel has kept tissue cells of animals alive outside the body for years. These cells are multiplying and growing, apparently unchanged by time—to all appearances immortal so long as they are periodically washed of poison and nourished in a proper medium.

If we could at intervals thoroughly wash man free from his poisons, nourish him and protect him from infection there seems to be no reason why he should not live indefinitely.

That is theoretical, of course. It is the impossible that will never happen. And yet, within reasonable limits, it is possible to add ten or fifteen years to the life of the average man or woman.

Not just years of time, but full years—good years—productive years—happy years—healthy years.

A great health movement is sweeping the world. Hygiene has repudiated the time-worn doctrine that mortality is fatality and must exact year after year a fixed and inevitable sacrifice. Science, which has revolutionized every other field of human endeavor, is at last turning its attention to the conservation of health.

## A National Health Movement

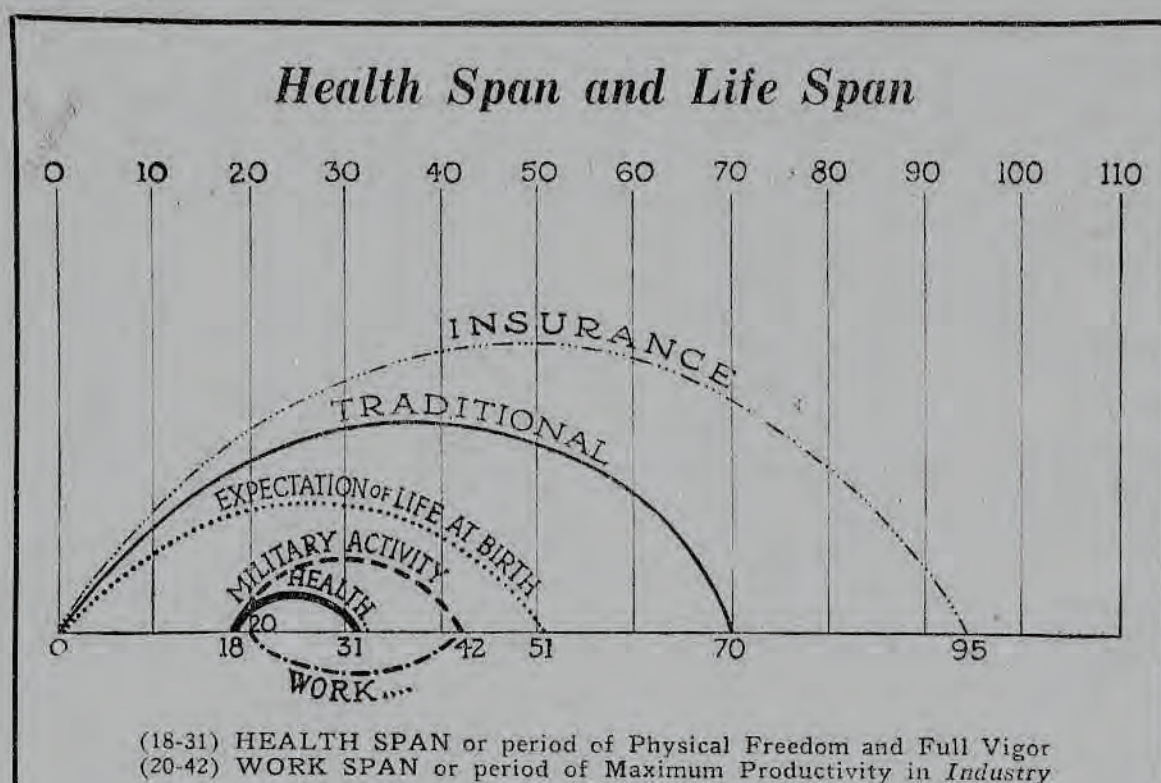
**O**BVIOUSLY such a movement had to have some beginning—some starting place. Obviously, too, to gain the confidence of the public, and to be worthy of it, the movement had to be one of national scope, and instituted by men of recognized integrity.

So it was that the Life Extension Institute was founded a little more than eight years ago, with this outstanding aim and purpose—to reduce the Nation's death rate and to raise the level of physical well-being by providing unbiased, standardized, periodic health examinations at moderate cost to men and women in all walks of life—and to do this without quackery—without playing on the fears of people—without stooping to the lures of the charlatan that are all too common today.

## Middle Age the Danger Period

**L**ET us get back to the original question—“Why do people die?” People die because of the breaking down of some vital organ. Most people die because they make no effort to live. They deny the body the same thorough going over that is given the humblest piece of machinery in the factory. Is the human body less worthy than a machine? Will it go on and on for years and years without care?

It will not. It needs careful atten-



**A**CCORDING to the insurance tables, upon which premiums are based, no one is supposed to live beyond 96 years of age.

The traditional life span is 70 years. The expectation of life at birth is 51 years. Those who survive the vicissitudes of early life and attain 50 years of age have a further expectation of 20 years.

How much of this life span represents vigorous, exuberant health and physical freedom? On the average, not more than ten years after early maturity. This we call the health span—age 20 to 31, when the average healthy individual can tackle anything in the way of sport or work, confident in his physical reserves.

Great Britain, with the full pressure of the war on her shoulders, drew the line at age 42 for active military service. In the latter stages of the war this was raised to 50, but few were taken at that age.

In industry the full vigor and the productivity of the worker are not expected to extend beyond the period of military activity. The death rate at 40 is nearly three times what it is at 20.

The purpose of the Life Extension Institute is to extend the health span and work span. In certain groups examined by the Institute the death rate during the past six years has been cut down 67%.

tion if you are to get by the danger period of middle age. The body rusts out more often than it wears out.

The surest way to prevent premature breakdown is to have the entire body periodically examined to determine any possible weakness that you may not even suspect, perhaps—and then adjust your living habits to fit your condition.

The time to check disease is not after the pain comes, but before it gets fairly started.

Certain it is that more people would practice hygiene if they could be made to realize in some vivid way how much they needed it. Few persons, even when they read and accept the statistics on the subject, really have a picture of the imperative need of hygiene as an integral part of every human life. It is not brought home to them how widespread is illness, how numerous are preventable deaths, how many are the tendencies toward individual and racial deterioration.

## Few People Are 100% Healthy

**T**HERE are few persons in America today who reach the age of forty sound and normal in every part of the body, especially if we include among abnormalities the minor ailments.

The extent to which minor ills are prevalent among those who pass for

“well” people is not generally appreciated.

Once we penetrate beneath conventional acquaintance we almost invariably learn of some functional trouble, such as impairment of heart, circulation, liver, kidneys, stomach; or gallstones, constipation, diarrhoea; or insomnia, neurasthenia, neuritis, neuralgia, sick headaches, or tonsillitis, bronchitis, hay fever, catarrh, grippe, colds, sore throat; or rupture, enlarged glands, skin eruptions; or rheumatism, lumbago, gout, obesity; or infection of tooth sockets, eye ailments, spinal curvature, flatfoot, lameness; or sundry other “troubles.”

These ailments, though often thoughtlessly regarded as “minor,” should be recognized promptly and accepted as the signal that the person is moving in the wrong direction. There is no need for alarm provided this warning is heeded. Otherwise disaster is almost certain to follow sooner or later.

The laws of physiology are just as inexorable as the laws of physics. There is no compromising with Nature. No man can disobey the laws of health without paying for it any more than a man can sign a check against his bank account without reducing the amount. He may not be immediately bankrupt, and until he exhausts his account he may not experience any inconvenience from his great extravagance. But Na-

ture keeps her balances very accurately, and in the end all claims must be paid.

The truth is that a person who has so much vitality as to lead him to defy the laws of health and to boast that he pays no price, no matter how he lives, is likely to be the very man to exhaust his account of health prematurely.

## Standard Health Service

**T**HE Standard Health Service of the Life Extension Institute is designed to help you improve your health and enjoy life to the fullest.

The Institute's Health Service consists of a thorough physical examination of the whole body, laboratory tests, review of the member's personal and family history, daily living habits and health problems, detailed reports, hygienic guidance and instructions and other valuable privileges.

The Institute's Standard Physical Examination differs radically in its extent, requirements and purpose from any other form of physical examination—such as an examination for insurance, employment, military service or the like.

This examination is not made from the standpoint of the hospital or clinic, but from the standpoint of preventive medicine and constructive hygiene, which takes into consideration every unfavorable factor that may be causing a present lowered condition of health or which may later, if neglected, develop into some serious malady.

The great protective value of the Institute's examination lies in the fact that every region of the body is examined and considered as well as any local manifestation of trouble.

It makes no difference where you live. In addition to its staff of twenty-five Examining Physicians in the Head Office in New York, the Life Extension Institute has more than 7,000 Examining Physicians listed throughout the United States and Canada.

The Institute has its own pathological laboratory and X-Ray Department. These departments are in charge of thoroughly competent technical and supervising staffs, and are equipped with the very latest and best apparatus.

Examinations of subscribers who live in New York and vicinity are made at the Head Office of the Institute, 25 West Forty-fifth Street (10th floor)—on appointment by telephone or letter—between the hours of 9 A. M. and 5 P. M. Convenient appointment can also be arranged with the Institute's examiners in the member's home district or city.

Women physicians are available at the main office for the examination of women members who prefer them. Visitors are always welcome at the Headquarters of the Institute. Questions regarding its services and the work it is doing are cheerfully answered.

## Send in the Coupon

You may realize the need of a thorough physical examination and yet keep putting it off. Don't wait. Another six weeks or a year—who knows? It may be too late. Disease thrives on procrastination.

**LIFE EXTENSION INSTITUTE, Inc.,**  
25 West 45th Street, New York

TELEPHONE: BRYANT 3073

GET YOURSELF EXAMINED



LIFE  
EXTENSION  
INSTITUTE, Inc.  
25 W. 45th St., New York

Please send me without obligation on my part—Literature on the Importance of Practising Personal Hygiene, and of Periodic Physical Examinations.

Name.....

Address.....



# How to Prevent Diseases of the Heart, Blood Vessels and Kidneys

Traces of albumin, high blood pressure, and sometimes low blood pressure and slight thickening of arteries, are signals that suggest the importance of taking preventive measures against the organic diseases which are now on the increase and which are responsible for the mortality in the United States at middle life and later.

Thickening of the arteries is very common in middle life and old age, but, strictly speaking, is not normal at any age. The examinations of the Institute show that in a remarkably large percentage of cases thickening of the arteries is present in very young people. As this process is a very slow one, it sometimes does not cause trouble until middle life is reached, but there is always danger that such conditions will progress and impair the efficiency of the individual and lessen his resistance to disease.

## Thickening of the Arteries

The presence of a very slight thickening of the arteries is not any occasion for alarm but simply a warning that there is greater need of observing the rules of personal hygiene. There is a mistaken impression that high blood pressure always accompanies thickening of arteries. That is not so. Decided thickening is often found with normal blood pressure, yet high blood pressure is often a cause of thickening.

The blood pressure varies between rather wide limits among healthy people, depending on their nervous condition. A blood pressure that is persistently 15mm. above the normal average for the age, or shows a tendency to greatly increase under slight provocation, should be kept under observation and the individual's mode of life so ordered with regard to diet, exercise, sleep, work, etc., that his circulation may be safeguarded and a normal poise attained and maintained.

The answer to the question, "How shall I live in order to avoid these organic maladies?" is this:—Temperance all along the line—in eating, drinking, working, playing and even in resting. It is possible to "rust out" on the one hand or to "wear out" on the other.

But what is temperance for one man may be excess for another. Hence the most important step is to have a thorough physical examination at regular intervals—at least once a year—so that life may be regulated according to one's physical equipment.

## Important Causes of Disease

The chief factors in developing these chronic maladies of the vital organs may be classified as follows:

1. Improper living habits; over-eating, especially of meat and of rich and highly seasoned foods.
2. Too little exercise.
3. Too much exercise, prolonged, exhausting manual labor or athletic excess.
4. Abuse of alcohol and tobacco and other drugs.
5. Infection.

Many of the chronic degenerative diseases of adult life are due to persistent insidious infection by various forms of bacteria. These bacteria find lodgment in diseased gums and tooth sockets, nasal cavities, tonsils and other localities favor-

able for the development of germ life. From these localities they move out into the circulation and into the tissues, like submarines from a base of supply, attack various organs and often cause troubles in the heart, kidneys, blood vessels, stomach, gall, bladder, appendix and joints. Sluggish, dammed-up bowels are often the source of chronic infection and poisoning that give rise to circulatory and kidney affections. Infections of vice exact a heavy toll.

## What Are the Remedies?

The remedies are, after all, simple; namely, periodic examinations to determine the physical condition and any possible source of infection; removal of infection, or other needed medical or surgical attention; and then regulation of living habits, so that the individual may, as far as possible, be adjusted to his life work, or his life work adjusted to his physical capacities.

A yearly visit to the Life Extension Institute for a thorough physical examination may save you financial loss and suffering. It is easier to keep well than to get well.

## Fifteen Additional Years

It has been estimated that more than 600,000 people die each year in the United States from preventable disease; that at least half of the 3,000,000 of the sick-beds constantly kept filled in this country should be empty; that the financial loss from earnings cut off by preventable disease and premature death amounts to \$3,000,000,000 annually, and that over 15 years are lost to the average life through the lack of application of knowledge which already exists, but which simply has not been disseminated and applied.

The Life Extension Institute was organized to help prevent this waste and to provide tested, scientific methods by which men and women everywhere can live longer, better and happier lives.

More than 200,000 men and women have already been examined by the Life Extension Institute. More than 200 concerns have extended the service to their officers and important employees.

## HYGIENE REFERENCE BOARD

The Institute's survey of the body and life of the individual follows a system of standardized methods that have been approved by the eminent

physicians and scientists on its Hygiene Reference Board and have been developed and perfected from its wide experience in analyzing the lives of many thousands of men and women. Guidance in individual hygiene is given by the Institute, but no medical treatment is furnished. The Hygiene Reference Board of the Institute was established in order that the Institute might have at its disposal, for the benefit of its members, the latest and most authoritative information on all matters relating to disease-prevention and good health. This Board consists of 100 leaders in scientific and public health work both in this country and abroad.

Scientific men and health officials in every civilized land have sought full information as to the methods of the Institute and the results obtained. Not a few of such men have been examined at the Head Office of the Institute and have closely inspected its system. From England, France, China, Japan and Czechoslovakia they have come.



The best guarantee that the public can have as to the good faith and quality of the Institute's service is the fact that a steady stream of critical and exacting scientific men, physicians, public health workers, statesmen, business men and students of human needs are passing through its Head Office taking its

services and having displayed to them its scientific methods.

At its Head Office the Institute has developed highly specialized services. A staff of more than 125 trained workers—statisticians, technicians, physicians and consultants—has been established, with full X-ray and pathological laboratory support.

## 8,000 Medical Examiners

The Institute has more than 8,000 examining physicians listed throughout the United States and Canada and in a number of the principal cities of Europe and the Far East. It is able, therefore, to arrange for these examinations in any community where competent physicians are available.

Independent scientific investigation has shown a reduction of 67% in the death rate in large groups receiving the benefit of the Institute's service.

Is it worth while?

The Institute works in accord with the high-

est ideals of modern scientific medicine. It is opposed—irrevocably opposed—to fads and quacks and the catch-penny schemes of the charlatans.

## Appointments

Examinations of subscribers living in New York City and vicinity are made at the Head Office on appointment by telephone or letter between the hours of 9 A. M. and 5 P. M. daily. Elsewhere convenient appointments can be arranged through the Head Office with the Institute's medical examiner in the subscriber's town or city.

Visitors are always welcome at the Head Office of the Institute. Questions about its services are gladly answered.

There is a special department for women at the Head Office where women are examined by either men or women physicians, as they prefer.

## NEEDLESS FEARS AND WORRIES

The health services of the Institute have a peculiar value in preventing nervous failure. By the periodic examination of the body, the mind is cleared of needless fears, and if some trouble that needs correction is found there is a tangible condition that offers hope for betterment. The nervous subject—instead of continually worrying about the unknown—feels that he is being physically checked up and guided. With proper guidance as to the general laws of right living, he can go on his way without carrying any burden of anxiety, of doubt or of fear.

The Institute fully appreciates the unwisdom of urging people to keep their minds constantly focussed on their bodily condition, and its service is particularly designed to check such tendencies.

Recognizing to the full the influence of purely mental factors in causing disease, we must also recognize that such conditions as irritability, depression, grouching, suspicion, laziness, cynicism, and general dissatisfaction with everybody and everything, are often simply an expression of physical impairment. By correcting the impairment, the mental life of the sufferer, which is the only life he knows, may be wholly transformed.

A great majority of men and women go through life just half living and half succeeding, robbed of that full vigor and personal magnetism that would have brought them success and happiness simply because of their neglect of the simple rules of health or because of the existence of minor physical defects that could easily have been eliminated.

The Institute offers you a service which is designed to strengthen your power of resistance to disease, to increase your capacity for effective and successful work, and to prolong the happy, vigorous, useful years of your life. Surely nothing can be of more importance to you than this, or more worthy of your immediate attention.

Write, telephone or visit the Institute concerning its valuable protective health services. A coupon is printed below that will bring you booklets on disease prevention and prolongation of life and a complete description of the Institute's service. Send in your coupon today.

Life Extension Institute, Inc.,  
25 West 45th Street, New York.

Gentlemen—Please send me—without obligation on my part—copies of the "Growing Movement to Prolong Human Life," "How to Keep Well" and other booklets describing the services of the Institute.

Name.....

Address.....

# Life Extension Institute, Inc.

## 25 West 45th St., New York

Reception Room 10th Floor.

Appointment Telephone Bryant 3073

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*Hygiene Reference Board of one hundred leaders in scientific and public health work. Also an Advisory Board of leading foreign scientists.*